

From: [Kathy Seikel](#)  
To: [Laura Parsons](#); [Russell Wasem](#)  
Cc: [mag38@psu.edu](#); [ljg5@psu.edu](#); [Lina Younes](#)  
Subject: Fw: Illegal Pesticides article and caller - AL DIA Article  
Date: 01/04/2012 08:10 AM  
Attachments: [IllegalPesticides-ALDia.pdf](#)  
[Fall11-5.pdf](#)

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Dear Laura and Rusty -

Happy new year! I hope you both enjoyed a great holiday break. I am writing to follow up on our conversation about how OCHP can help get the word out about rodenticide exposure risks, Please see the email and attached articles below, which were written by one of our grantees, the Philadelphia School and Community IPM Center (out of Penn State University). They are doing yeoman work reaching out to at-risk communities - including low income Latinos who are at higher risk because of their inability to read product labels (much less hear about EPA's latest actions on rodenticides, which are more likely to be reported in the English mass media than in Sp media outlets). I think we should build on the work Penn State is doing to develop the broader outreach campaign that you have asked OCHP to support.

Please take a look at what Maria and her colleagues have written and let me know if there is anything you would like her to add --specifically with regard to the products that you are attempting to cancel -- so she can add that to her messaging for future in person talks and media interviews...(Maria and I can help translate the Sp portions if you cannot understand them as written)....I'd like to use these articles and the key points they contain for broader outreach efforts in both Eng. and Sp. speaking communities. Lina Younes (who has a broadcast background and has helped us reach Latino markets for many EPA outreach campaigns) could then deliver this info on a broader scale - and we could use other OCHP outlets to deliver the message in English.

The fact that exposure incidents reported to poison control centers continue to be disproportionately high among non-English speaking pesticide users underscores the need for EPA to move forward to promote bilingual labeling -- something that has been discussed for the past 10 years and finally saw some movement on two years ago when OPP requested public comment on a proposal for voluntary bilingual labeling. Do you know if there has been any progress on this? I believe Maia Tatinclaux had the lead on that project.

Kathy Seikel  
Environmental Protection Agency  
Office of the Administrator  
Office of Children's Health Protection (1107A)  
1200 Penna. Ave., NW  
Washington, DC 20460  
202-564-0457 (ph)  
202-564-2733 (fax)  
visit: [www.epa.gov/children](http://www.epa.gov/children)

----- Forwarded by Kathy Seikel/DC/USEPA/US on 01/04/2012 07:33 AM -----

From: "MARIA GORGO-GOUROVITCH" <[mag38@psu.edu](mailto:mag38@psu.edu)>  
To: Dion Lerman <[dll33@psu.edu](mailto:dll33@psu.edu)>

Cc: "'Lyn Garling'" <ljl5@psu.edu>, "'Michelle Niedermeier'" <mxn14@psu.edu>, dlerman@psu.edu, egrajotte@psu.edu, Kathy Seikel/DC/USEPA/US@EPA  
Date: 01/03/2012 05:19 PM  
Subject: Illegal Pesticides article and caller - AL DIA Article

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Hi everyone,

I attach the article that Al Dia newspaper published on Oct. 23. It was based on the article that I wrote re the EPA ban of some rodenticides (you can read it in the attached Fall Newsletter page 4, and in Spanish at <http://extension.psu.edu/ipm/resources/espanol/blog-de-noticias/2011/nuevos-reglamentos-de-la-epa-para-los-productos-toxicos-de-uso-en-el-control-de-roedores>).

Sorry, the Al Dia's article is in Spanish only.

I am really happy about this....50,000 copies of his newspaper reached out people and educated them about rodenticides and illegal pesticides.

Also, today I sent an envelope to the caller (Carmen Garcia) that included most of our brochures and a hard copy of the translations.

Regards,

Maria

PS: Kathy, if you didn't have a chance to check out this caller's story, please read the emails below. Indeed there is a great need of bilingual labels among the latino community. Thanks.

Maria Gorgo-Gourovitch B.S., M.S.

Latino Community Outreach Coordinator

Pennsylvania Integrated Pest Management (PA IPM) Program

Penn State University

Philadelphia School and Community IPM Partnership (PSCIP)

Philadelphia Penn State Extension

Two Penn Center

Suite 200

Philadelphia, PA 19102

Cell: 609-369-3281

Email: mag38@psu.edu, pscip@psu.edu

<http://www.paipm.org>

"Empowering people and communities with the knowledge to effectively and safely manage pests."

On Fri, Dec 30, 2011 10:21 AM, "**Dion Lerman**" <dll33@psu.edu> wrote:

This is phenomenal, Maria! You are clearly the right person in the right place! Speaking of which – I thought you were away right now? Happy new year to all!

Dion

From: MARIA GORGO-GOUROVITCH [mailto:mag38@psu.edu]  
Sent: Friday, December 30, 2011 8:28 AM  
To: Lyn Garling  
Cc: Michelle Niedermeier; dlerman@psu.edu; egrajotte@psu.edu; Kathy Seikel  
Subject: Re: Illegal Pesticides article and caller

Hi Lyn,

I had a long conversation with the caller. I told her about the different illegal pesticides that sometimes can be found in neighborhood stores and how dangerous they are. She seemed to be particularly interested in Tres Pasitos so I explained her what its active ingredient, aldicarb, does. Then we went over how to identify an illegal pesticide (no label, no instructions to use, EPA reg #, emergency contact number, etc).

She was very thankful and looking forward to receiving the information that I could send her. I also offered her to come one day and talk/make a presentation with her friends and others interested. I will reinforce that offer in a note when I send her the package.

Very nice lady and eager to learn as much as she could.....she told me she likes to read and that most of her friends read Al Dia newspaper.....it is very educational and it is free. One day I would really like to publish the 4 [ages educational supplement.....they reach 88% of the Latino community in the tri state area (SE PA, Central and S NJ and N Delaware) and the circulation is around 50,000 papers plus the virtual edition. Television and newspaper are the preferred means of communication of latinos. In this area, 40% of Latinos make less than 24,000 dls.....so a free newspaper makes a lot of sense.

I did meet Miguel Ramirez. He is a great guy and it would be wonderful if we can coordinate efforts within the community. I have scheduled workshops with Congreso, APM and Nueva Esperanza (Rev. Luis Cortes). This Tuesday I met the APM's (Asociacion Puertorriquenos en Marcha) president, Nilda Ruiz at the Spanish Round Table that I attend every month. Most of